

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-77. (Cancelled).

78. (Original) A method of compiling transaction information comprising: formatting a cookie at an ad server, the cookie including information related to a selection of an advertisement at a content site;
storing a cookie at a user node of a user who made the selection; and
providing the cookie from the user node to the ad server whenever the user makes a transaction at a sale site associated with the advertisement.

79. (Original) The method of compiling transaction information of claim 78 wherein the cookie further includes information related to a time at which the selection of the advertisement has been made.

80. (Original) The method of compiling transaction information of claim 78 further comprising providing a query string from the user node to the ad server, wherein the query string includes information related to the transaction made at the sale site.

81. (Original) The method of compiling transaction information of claim 80 wherein the information related to the transaction includes an identification of a purchased product.

82. (Original) The method of compiling transaction information of claim 81 wherein the information related to the transaction includes a purchase price of the purchased product.

83. (Original) The method of compiling transaction information of claim 80 further comprising recording at least a portion of the information related to the selection of the advertisement and at least a portion of the information related to the transaction into a data structure for the transaction information in the transaction database.

84. (Original) The method of compiling transaction information of claim 83 wherein the data structure for the transaction information includes a time of the selection of the advertisement and a time of the transaction, and the method further includes comparing the time of the selection with the time of the transaction to assess time elapsed between the selection and the transaction.

85. (Original) The method of compiling transaction information of claim 83 wherein the data structure for the transaction information includes information related to the content site, and the method further includes crediting the content site with the transaction.

86. (Original) The method of compiling transaction information of claim 83 wherein the data structure for the transaction information includes information related to the advertisement, and the method further includes assessing effectiveness of the advertisement by counting a number of transactions related to the advertisement.

87. (Original) The method of compiling transaction information of claim 83 wherein the data structure for the transaction information includes information related to a campaign during which the advertisement is provided, and the method further includes assessing effectiveness of the campaign by counting a number of transactions related to the campaign.

88. (Original) The method of compiling transaction information of claim 83 wherein the data structure for the transaction information includes information related to an amount of time taken to make the transaction, and the method further includes assessing customer serving capabilities of the sale site by analyzing the amount of time taken to make the transaction.